

# West Point

ASSOCIATION OF GRADUATES



## 2024 Annual Report

## Fellow Members of the Long Gray Line,



As we reflect on the previous year, we, at your West Point Association of Graduates, are grateful for the privilege to serve West Point and the Long Gray Line. We take pride in partnering with the Academy and providing near and long-

term stability through your contributions. We are also honored to deliver impactful alumni programs that reengage and deepen connections, support you at key moments in your lives, and instill pride in your alma mater and in each other. I am truly humbled to be your chairman and work alongside the dedicated and passionate staff and volunteers in service to all our fellow graduates. Together, we are One Team and a force for good for our Academy.

The Association's valued partnership with the Academy is recognized by our inclusion in its 2050 Strategic Plan and in our designation as a covered foundation within the ARMY REG. While these do not materially change our role, it is a clear appreciation of the Association's relevance and impact on USMA. In 2024, because of you, fundraising results were one of the largest ever. Over the last 10 years, WPAOG's assets have more than doubled from \$370M to \$784M (from 2015 through 2024), while specifically our invested assets (AUM) have gone from \$294M to \$660M, illustrating the health of WPAOG. This trajectory illustrates the essentiality of WPAOG. Our Board Investment and Finance Committees are composed of graduates with critical expertise and a commitment to stewarding your gifts in support of the Academy and WPAOG.

This exponential growth demonstrates the power of our highly engaged and connected Long Gray

Line. The Association's vision to be the most highly connected alumni body in the world is about much more than your philanthropy and the 4,400-strong Corps of Cadets who benefit. The activities of the Association reach all our graduates by sharing Academy news and graduate accomplishments through the informative *West Point* magazine and engaging multimedia outreach. And, last year, more than half of West Point graduates actively interacted with our programs—whether it was Grad Pass, Reunions, Veterans Services, Ring Memorial Program, 50-Year Affiliation Program, and so much more.

Several of our Association's notable accomplishments for 2024 are highlighted in the following pages. None of this success and hard work would be possible without you and your active participation and dialogue with your Rockbound Highland Home and fellow graduates. Your voice matters. To that end, in 2024, we conducted an anonymous graduate survey to engage graduates and gather insights on the effectiveness and awareness of our programs and services. While perception and sentiment are strong for the work we do – for you and the Academy – we are always striving to better serve you and meet the needs of our graduates. To borrow from the Class of 2025, who will become Old Grads in a few short months, "Together We Thrive."

*Robert A. McDonald*

**Robert A. McDonald '75**  
*Chairman, Board of Directors*  
*West Point Association of Graduates*

**Check out the results of the 2024 Graduate Survey:**  
**[WestPointAOG.org/about/mission/](https://WestPointAOG.org/about/mission/)**







## Alumni Support

### Career Services

In 2024, the West Point Association of Graduates' (WPAOG) Career Services office served more than 5,900 graduates through its educational resources, programming, and in-person and virtual career fairs. Approximately 350 of these graduates received one-on-one advising from Career Services' advising professionals. In addition to one-on-one advising, WPAOG Career Services consists of the Service Academy Career Conference (SACC), Wednesday Webinars, Career Navigator, Industry Advisors, educational programming, and the Employer Partners Program.

SACC saw a slight increase in USMA grad registrations in 2024 compared to the year before, and many graduates received multiple interviews and job offers during the four 2024 SACC events: Atlanta, GA, Chicago, IL, San Diego, CA, and Washington, DC. The Career Services team continued its virtual career fair services to graduates and to spouses of graduates, approximately 15 percent of whom participated. The weekly Wednesday Webinar program ran from February through October. Every Wednesday, a featured employer, guest speaker, or subject matter expert met virtually with USMA alums who are interested in the specific topic or industry. Career Services' programming also included the Job Search Accelerator Program and other cohort-based career readiness programs that teach and guide graduates on how to navigate and achieve success in their next career opportunity. Career Services also partnered with outstanding employers, including



## Awards

The West Point Association of Graduates won four Stevie Awards from the American Business Awards Program in the following categories:

**GOLD:** Events and Live Webcasts—Ring Melt Ceremony Video for the Class of 2025

**GOLD:** Consumer Services—The CONNECT Program

**SILVER:** Organization of the Year

**BRONZE:** Celebration Event—Memorial Support Program

The Stevie Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. The American Business Awards are open to all organizations operating in the United States and feature a wide variety of categories to recognize achievement in every facet of the workplace.



Deloitte, R1 RCM, APi Group, UBS, IT Cadre, NRG Energy, S&P Global, Point Wealth Management, and New Politics Leadership Academy.

Finally, Career Services utilized WPAOG's highly connected alumni body to help graduates receive guidance and referrals from other West Point graduates. 645 graduates have enrolled as industry advisors in WPAOG's Grads Helping Grads program. These advisors actively support more than 5,000 fellow graduates. Through the Career Services' ability to collectively leverage its industry connections, employer partners, and subject matter experts from among the Long Gray Line, nearly 400 graduates found new careers in 2024.

## Memorial Support

WPAOG has been providing Memorial Support assistance since 2008. It was originally made possible by a generous donation from Mrs. Betty Dettre in memory of her husband—MG (R) Rexford H. Dettre Jr., USMA January 1943. Their gift, along with additional continued support from the Long Gray Line and others, enables WPAOG to provide this service to families. In 2024 we had the privilege to support 155 families and more than 5,000 people who came to lay loved ones to rest in the West Point Cemetery.



## Rockbound Highland Home (RBHH)

Launched in March 2017, the program was designed to welcome graduates back to West Point, and to support their connection with their "Rockbound Highland Home." There are three components: Grad Insider Tour, Grad Pass, and Grad Perks. The Grad Insider Tour provides the insider experience—a tour for graduates and their guests of areas no longer open to the public. Popular locations include Central and North areas, Arvin Cadet Physical Development Center, the Mess Hall, Jefferson Hall, Grant Hall, Taylor Hall, and the Cadet Uniform Factory.

Depending on the nature of the group, tours can be crafted and/or amended to meet specific guest requests. In 2024, the RBHH program hosted 1,558 guests while performing 248 tours.

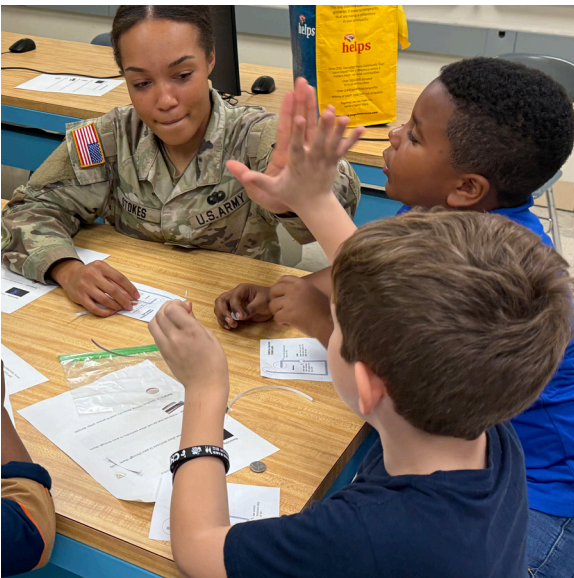
The Grad Pass program is designed to streamline the West Point "visitor's pass" process for returning alumni and their families. The WPAOG provides a secure online site that allows alumni to complete required security forms in advance of their arrival at the West Point Visitor Control Center (VCC). Upon arrival, returning alumni are directed to an Alumni-Only line at the VCC, where they are expedited through the visitor's pass process. As of mid-2023, graduates now receive Grad Passes that are valid for five years.



## Hudson Valley Program

Hudson Valley Program (HVP) is a WPAOG effort focused on increasing the vibrancy and vitality of West Point neighbor communities. Like most top-tier institutions of higher education, West Point and its graduates recognize there is a direct link between the prosperity of local communities and the academic institution. Initiatives in the HVP focus on education and schools, economic development, and community engagement. After determining an important need at the local Highland Falls Intermediate School, WPAOG partnered with the school and launched an afterschool program called CONNECT in 2023. Today, CONNECT is recognized as the premier example of West Point goodwill in the community.

CONNECT focuses on STEM and other enrichment activities and is free for students. Local community members and cadets support the program which has grown from 80 students per day to over 140. In the HVP Economic Development Initiative, WPAOG plays the role of catalyst, rallying graduates and USMA benefactors to invest in Highland Falls, assisting entrepreneurs and small businesses, improving the business climate through engaging civil society organizations and local governance, and serving as a liaison between the village and the U.S. Army Garrison-West Point. HVP success will be characterized by improving the economic and commercial environment for those who live in local communities with a commensurate increase in destination tourism visitors.



## Testimonials

### Memorial Support

*“We want to extend a heartfelt thank you for your assistance in both planning and executing my Dad’s funeral service. You went above and beyond in helping make the day special and the logistics smooth. We are so thankful for your help.”*

### Hudson Valley Program/CONNECT

*“My experience serving the local community has deepened my understanding of the impact selfless service has on personal growth and cadet development. It’s through these connections that I’ve truly realized how giving back shapes not only those we serve but also ourselves.”*

### Grad Insider Tour

*“The tour was wonderful. Our tour guide did a great job making my party feel comfortable and gave them some great ‘insider’ information. It is the best value around and worth bringing friends and family.”*

## Class Ring Memorial Program

In January 2024, the Ring Melt for the Class of 2025 saw numerous enhancements. The ceremony was held for the first time in the Eisenhower Hall Theatre. Rings and Legacy Gold were melted in Crest Hall, where donors, cadets, and guests witnessed the literal bonds in the Long Gray Line being forged. At the new "Passing the Gold" ceremony, symbolic of an Army change of command ceremony, the Class of 2025 presented the WPAOG President and CEO with the gold ingot, representing 895 rings. COL Mark Bieger '91 then passed the ingot to Herff Jones to be melded with the Class of 2025 rings. The Legacy Gold shavings, taken from the gold ingot for next year's Ring Melt, were passed to WPAOG so that it could preserve the trace elements of gold from every class ring that has been donated to date. In 2024, the Association received 73 class rings donated for the Class of 2026 Ring Melt, which was held in January 2025. This ceremony marks the 25th Annual Ring Melt for our Association, which is the first to have a program of this nature.

## Class Support

With 82 graduate and four cadet classes providing significant connectivity and camaraderie for the Long Gray Line, WPAOG supports class officers in their mission-critical engagement with our graduates and the West Point family. WPAOG ran six



class elections, subsequently onboarding the new officers. There has been an increase to over 40 classes actively using Sallyport for communications and event support for classmates and surviving spouses, aided by a new working group. Forty-five percent of graduates now have activated accounts on Sallyport.

## Cadet Engagement

Fostering a relationship with cadets, who are alumni-in-residence, ensures that WPAOG is in the hearts and minds of our newest graduates upon leaving West Point. This year WPAOG supported events enhancing the cadet-experience, such as the Chick-Fil-A term end meal, First Class Shuttle to the lots in the Rockbound Highland Home van at holiday leave, and the First Class Social, sponsored by Class of 1996.

## 50-Year Affiliation Program

The 50-Year Affiliation Program has had a powerful impact through the years and continues to create meaningful connections in the Long Gray Line.

Early 2024 brought plebe parents to West Point for a weekend during which the Class of 2027 unveiled their class crest with representatives from the Class of 1977, *Esprit de Corps*, bearing witness. This crest was then digitized to create a stunning class flag, presented as a gift from '77 to the members of '27 at their graduation from Cadet Field Training.



When the second lieutenants from the Class of 2024 were commissioned in May, members of the Class of 1974, *Pride of the Corps*, presented the new officers with their first set of butter bars. Representatives of Pride of the Corps continued to support in this capacity at June, August, and December graduations.

The Class of 1978, *Proud and Great*, showed up in August to usher in the cadet candidates for the Class of 2028 and to introduce their loved ones to what it means to be a part of a community like the Long Gray Line. They were able to show their support at WPAOG's Ice Cream Social, R-Day, a Lake Frederick BBQ, and March Back.

Members from all four affiliation classes ('75, '76, '77, '78) attended the Acceptance Day Parade in August, welcoming the Class of 2028 into the Corps of Cadets. The following day, the Class of 1976, *Spirit of '76*, welcomed members of the Class of 2026 into the Profession of Arms at their Affirmation Ceremony. The Spirit of '76 hosted a dinner prior to the ceremony (held the night before the first day of class), inviting class officers from '26 and unveiling their class history panels, which will remain on display in the '63 Lounge in Eisenhower Hall for a year.

Ring Weekend was a celebration for the Class of 2025, witnessed by representatives of the Class of 1975, *Courage and Drive*, who presented '25 with a custom-written poem (an ode to their class crest). In November, the Class of 1975 was back, presenting the members of the Class of 2025 with their first brass at Branch Night. Then Secretary of Defense, Lloyd Austin '75, gave the evening's remarks, congratulating the firsties on behalf of his class as the cadets received notification of their Army career paths.

### **Alumni Events Supported**

The Alumni Events team provided support for 15 class reunions, totaling more than 9,000 graduates and guests this year. Other special events included the Grad March Back, Entrepreneur Roadshows in Texas, Tennessee, and New York, the Service Academies Global Entrepreneur Summit in Virginia, and multiple USMA conferences. The Army-Navy Tailgate in Washington, DC—during which the Alumni Events team hosted more than 1,000 graduates, their family members, friends of Army Football and die-hard fans around the country—was also a huge success.

## *Testimonials*

### **Class Ring Memorial Program**

*“The Ring Melt event was incredible. So, so impressive! Thanks for all that you do for the Cadets, the Academy, Alumni, Families, the Army, and the Nation...the connections, respect, relationships, support etc. that you and your team build & foster are vital and greatly appreciated!”*

### **Class Reunions**

*“The staff that put the reunion together was outstanding in bringing together what was an obvious reunion to renew friendships with old classmates.”*

### **West Point Entrepreneurs**

*“The Long Gray ‘Entrepreneurial’ Line is strong! As a new entrepreneur, I’m incredibly grateful for the new connections, coaching, and education I received as a result of the West Point Entrepreneurs network. I was a plebe-like new CEO and needed guidance. I found it in spades at the annual Summit as well as the Roadshows across the country, and SAGES. I attended them all!”*



## WPAOG Awards

The 2024 Distinguished Graduate Awardees were celebrated in May. Recipients were GEN (R) Wesley K. Clark '66, AMB Karl W. Eikenberry '73, LTG (R) Thomas P. Bostick '78, Pat W. Locke '80, GEN (R) Jim C. McConville '81, and Kathleen S. Hildreth '83. In September, Barack Obama, 44th President of the United States, received the 67th annual Sylvanus Thayer Award. In October, Major Floren Herrera '13 received the 19th annual Nininger Award for Valor at Arms.

## WPAOG Leaders Conference (sponsored by the Class of 1967)

This year's conference had representatives from 53 classes, 55 West Point Societies, and 33 Parents Clubs. Sixty-two Distinguished Society Awards and 20 Distinguished Parents Club Awards were presented. This two-day conference included updates from the USMA and WPAOG Leader Teams, as well as Class, Society, and Parents Club networking sessions. The conference culminated with the Camp Illumination celebration at Camp Buckner.

## Retail Operations

Retail Operations provided memorabilia support to over 20 events, including class reunions, Grad

March Back, the Army-Notre Dame tailgate, and the WPAOG Army-Navy Tailgate. Members of the Retail Operations team traveled off-site for two football games during the 2024 season. Exclusive merchandise was created in support of the Army-Notre Dame game held at Yankee Stadium, as was merchandise for the AAC Championship Game. Memorabilia planning for 2025 spring/fall reunions and special events is currently in progress.

WPAOG Gift Shop sales for 2024 increased by 9 percent over those for 2023 (in-store and web sales combined). Both the online store and brick-and-mortar facility remain fully staffed and operational for normal business, including home football games, which broke single-day sales records in 2024. The WPAOG Gift Shop continues to be the premier shopping destination on Post, providing a unique and focused experience for West Point grads, cadets, parents, and friends.

## Societies and Shared Interest Groups (SIGs)

Our 129 Societies serve as a vital connection to the local communities and represent WPAOG all over the world, and our eight SIGs support graduates in specific interest areas with new requests being considered monthly. 36 percent of the graduate population is now active in the Sallyport community platform. Societies and SIGs have also been very active using technology tools provided by WPAOG to help stay connected with their constituents.

## Founders Day

West Point Founders Day 2024 marked a significant celebration of the Academy's rich history and legacy, with over 5,250 graduates attending events throughout the year. The day was a testament to the enduring strength of the West Point community and its commitment to supporting graduates across generations.

## Grads Helping Grads

The Grads Helping Grads Program provided invaluable outreach and support through its Gripping Hands and Veterans Services initiatives in 2024. This program assisted hundreds of graduates



in need, offering a network of support during challenging times. Additionally, over 40 informative webinars were hosted, providing graduates with essential resources and opportunities to connect with fellow alumni. The Grads Helping Grads Program continues to demonstrate the power of the West Point community in supporting one another and strengthening the Long Gray Line.

## **Spirit Events**

Football spirit events remain immensely popular and continue to be a cherished tradition for alumni and supporters. These events not only serve as a powerful testament to the enduring camaraderie and dedication of West Point graduates but also exemplify the unwavering spirit and pride associated with the United States Military Academy.

## **Great Hall Program**

The Great Hall at Herbert Alumni Center played a central role in supporting key moments that matter to the West Point community. It hosted internal meetings, memorial services, military promotions and retirements, and graduate weddings, providing a meaningful space for these significant events. The Great Hall became a place where the West Point family gathered to honor the achievements of graduates, celebrate milestones, and create lasting memories. Its versatility ensured that these important occasions were marked with the dignity and respect they deserve, reinforcing the Academy's enduring commitment to its alumni and their families.

## **Travel Program**

The WPAOG Travel Program had tremendous success in 2024, marking a banner year for alumni engagement. With seven WPAOG executive hosts leading exceptional trips, the program offered alumni unique, enriching travel experiences that deepened their connection to West Point and to one another. These well-curated journeys provided opportunities for exploration, reflection, and camaraderie, reflecting the spirit of adventure and lifelong learning that defines the West Point community. The program's continued growth highlights its important role in strengthening bonds within the Long Gray Line.

## *Testimonials*

### **Leaders Conference**

*“This conference really helps you connect back to the mission of the Academy in ways unlike reunions and other gatherings. You even depart with a renewed vigor to keep your support of the Long Gray Line alive.”*

### **Great Hall**

*Herbert Hall was the perfect setting for my husband's promotion ceremony! It was set up beautifully, had plenty of space and seating, and was overall very special! We particularly enjoyed getting to use his class of 2014 flag as part of the ceremony. The staff were extremely friendly, helpful, and timely in coordinating the promotion festivities. We had a wonderful time and will recommend to others for their future events!”*

## Brick and Paver Program

The Brick and Paver Program achieved significant success in 2024, continuing its expansion and further strengthening alumni engagement with West Point. Each brick and paver is carefully mapped, offering donors the opportunity to tie photos and stories to their donation, creating a personalized tribute that honors their legacy. As we evaluate ways to realign the program, we aim to accommodate more classes and increase donations in the future, ensuring that more graduates and families can contribute to the Academy and leave lasting, meaningful marks for generations to come.

## Communications & Marketing

We continue to engage with our constituents—graduates, cadets, parents/families, surviving spouses, USMA faculty and staff, and the general public—across several integrated channels. The size of our audience, engagement and media impressions continue to grow, and have increased substantially.

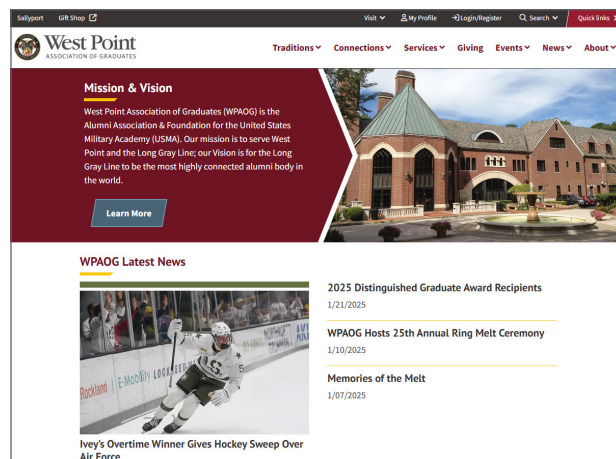
### WPAOG Publications

*West Point* magazine has just begun its 15th year. All graduates, parents of current cadets, and surviving spouses of graduates receive a complimentary copy of the magazine quarterly—January, April, July, and October—which supports WPAOG’s goal of enhanced engagement. USMA Admissions

also purchases copies to distribute to prospective cadets. In 2024, *West Point* magazine transitioned from a theme-based format to a departments-based issue. New sections such as “Core of the Corps,” “The Pillars,” “Serving the Nation,” and “Eyes Right” allowed the magazine to cover the Academy and the Long Gray Line in new and interesting ways. The magazine also continued its tradition of in-depth feature articles, writing about cutting-edge classes, the fable of the Goat Gift, the Combating Terrorism Center, and more in 2024. *West Point’s* print circulation totaled 240,516 in 2024, which is a new circulation record for the magazine.

In addition to *West Point* magazine, Communications & Marketing manages and maintains the WPAOG website ([westpointaog.org](http://westpointaog.org)).

*TAPS*, WPAOG’s annual memorial magazine, published 273 articles of graduates and ex-cadets in its 2024 edition. It also included an article on Marilee Meyer, WPAOG’s long-time Associate Director of Memorials & Archives and honorary member of eight USMA classes, who passed away just before the publication of the 2024 *TAPS* magazine. In her 23 years at WPAOG, she worked on thousands of memorial articles for *TAPS*, spending a great deal of time and care with each deceased graduate’s next of kin and/or classmates, continuing the high level of engagement tradition surrounding memorial articles that began in the first years of the Association with the publishing of “Necrology” articles in its Annual Reunion. Indeed, graduate memorialization is a core responsibility of WPAOG.





## WPAOG Digital/Multimedia Communication

### Email

Each year, WPAOG's largest communication audience is effectively reached through email. We send more than 204 unique targeted messages via broadcast email per year. This enables graduates to stay connected to the Academy, WPAOG events, classmates, and fellow Society members. Our emails continue to achieve outstanding open rates, averaging over 60 percent in 2024. WPAOG's twice-monthly *First Call* e-newsletter (sent to graduates), with a 57 percent open rate, and the monthly *Parent Review* (sent to cadet parents), with a 69 percent open rate, are the two most widely read regular emails we distribute. Special class communications are sent through LYRIS from department liaisons and class leaders.

### Social Media


WPAOG's rapidly growing social media audience is crucial to our communications with graduates and the wider West Point community. We work in partnership with USMA and its directorates to magnify social media communications. Growing WPAOG's social media presence is part of our long-term strategy to expand our brand outreach, and our social media audiences are different and broader than our email, print and website audiences.

### WPAOG Broadcast Network

WPAOG Podcasts expanded to over 75 podcasts and 39,952 all-time downloads with subjects and guests of relevant interest to alumni. The WPAOG Broadcast Network is managed by WPAOG Communications & Marketing team.


### Video Content

Creating original video content to support WPAOG's mission to connect with the Long Gray Line continued in 2024. With short-form videos and reels becoming more popular on social media platforms, we have increased our video content output to match the trends and have seen our audience respond positively. Our top three social media platforms for video views are Instagram, Facebook, and Twitter. Social media video examples include the Ring Melt, Founders Day, graduation, Entrepreneur Roadshows, Entrepreneur Summit, Ring Weekend and Army Navy.

   
**18k**  
LINKED IN  
PAGE FOLLOWERS

**58k**   
FACEBOOK  
FOLLOWERS

**19.9k**  
  
X FOLLOWERS

YOUTUBE   
**99.5k**  
VIDEO  
VIEWS in  
2024

INSTAGRAM  
 **18.1k**  
PAGE FOLLOWERS

EMAIL OPEN RATES  
AVERAGING  
**64%**



GEN (R) STAN MCCHRYSTAL '76 & COL MIKE KLOEPPER '97

**SWORN TO SERVE  
EPISODE #89**

WPAOG  
BROADCAST NETWORK

WPAOG  
TODAY  
WPAOG  
BROADCAST  
NETWORK

LISTEN NOW





## Construction

### Michie Stadium Preservation Project

The West Point Association of Graduates and Army West Point Athletics celebrated the historic groundbreaking of the Michie Stadium Preservation Project on August 14, 2024. This largest donor-funded project will rebuild and modernize the current East Stands. The stands were demolished and site work started in April, and foundation and underground utility work has progressed well. We expect this 138,000-square-foot project to be completed in the summer of 2026.

### Egner Hall

On October 24, in partnership with the Academy and the Directorate of Cadet Activities, WPAOG celebrated the ribbon-cutting for the renovation of Egner Hall. Synonymous with music at West Point, Egner Hall now boasts modern rehearsal spaces, a digital acoustic system, and enhanced recording capabilities.

### West Point Werx Dedication

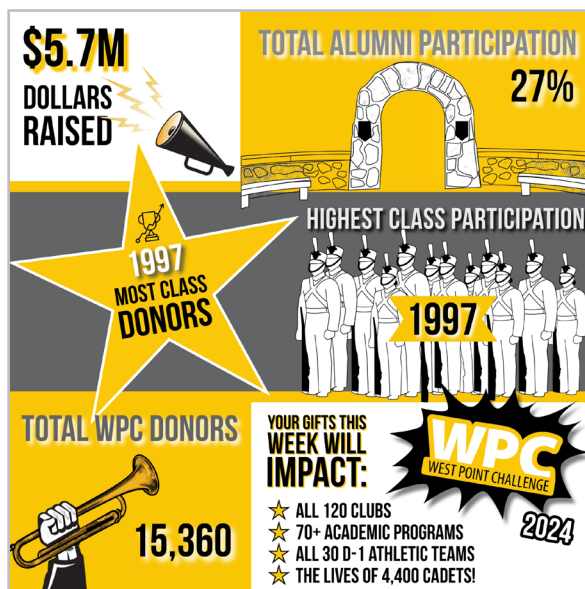
In September 2024, WPAOG and Academy leaders joined distinguished guests at the dedication of the West Point Werx Innovation Hub in Taylor Hall. Werx enhances cadet leader development by bringing together cadets, faculty, and partners in an environment that fosters the creativity, collaboration, integration, and synchronization of ideas.

## Development

The development team performed well against cash and pledge goals in 2024. It received \$78.7M in cash on a goal of \$60.5M, exceeding the goal by a remarkable 30 percent. WPAOG received \$58.1M in pledges on a goal of \$35M, exceeding the goal by a remarkable 66 percent. There was a decline in the number of alumni making gifts in support of West Point and the Long Gray Line. Several factors contributed to that decline including political headwinds and DoD and Academy-related issues that caused some alumni to pause their giving until the direction of the Academy becomes clearer. We concluded the year with a 35 percent alumni participation rate with 17,728 members of the alumni body making gifts on a goal of 18,100 or 98 percent of the goal. While lower than anticipated, the result keeps West Point in the top 24 national liberal arts colleges in the country.

### West Point Challenge

Between May 4-8, the Association of Graduates held its third-annual West Point Challenge. 15,360 donors supported the effort, including 27 percent of all members of the Long Gray Line. The effort raised a record \$5.7 million benefiting all 120 Cadet Clubs, more than 70 academic programs, and all 30 Division I athletic teams! The Class of 1997 won the class participation competition, with more than 65 percent of the class taking part, while the





Class of 1977 gave the most money: more than \$665,000. Supporters of the Men's Lacrosse Team Endowment and the Department of Civil & Mechanical Engineering lifted those funds to win the Athletics and Academic Department competitions, respectively, while parents of cadets in Company B-2 gave nearly \$14,800 to win our Parents Fund competition.

## Class Fundraising

2024 was a robust year for Class Giving, with nine classes presenting a total of \$10.9M. The Class of 1974 presented a \$4,458,519 gift during their 50th Reunion, the Class of 1984 presented a 40th Reunion gift of \$3.3M, and the Class of 2014 made its first reunion gift of \$250,000 during Homecoming Weekend. WPAOG also thanks the classes of 1963, 1966, 1979, 1989, 1994, and 2004 for their meaningful gifts this past year.

## Stewardship & Events

2024 was a year full of significant events and celebrations, each contributing to the community and legacy of West Point. From the various dedications including, Magness Wing of the United States Military Academy Library, The MG John H. Stokes, Jr. '18 Fellows Program, and Modern War Recording Studio, to the large gatherings like the R-Day Ice Cream Social and Barbeque, there were plenty of moments to honor guests and welcome new faces. The year culminated with the American Athletic Conference Championship Game hosted at West Point, the annual Army-Navy donor reception, gala, and game in Washington D. C., and the Radiance Technologies Independence Bowl game in Louisiana. All of these various events strengthened connections within the West Point network.

## Finance

In 2024, WPAOG received contribution revenue of \$83.7 million, while also granting \$185 million to the U.S. Military Academy (USMA) and the Army West Point Athletic Association (AWPAA), \$152 million of which was for the Michie Stadium Preservation Project. In 2024, WPAOG's assets increased by \$65.7 million due to the success of fundraising efforts targeting many Margin of Excellence programs at the Academy, as well as the strong performance of our invested assets. As of December 31, 2024, our investments had a value of \$659.5 million, an increase of 8% over the value at the previous year end. In 2024, our independent auditors issued an unmodified opinion on our 2023 financial statements. These statements,



## Campaign

2024 marked the third year of the nucleus fund phase of the West Point Ready \$600.5M fundraising campaign for West Point and the West Point Association of Graduates—\$550.5M for the Academy and \$50M for WPAOG. The campaign is composed of fifty needs approved by the Superintendent, and 10 WPAOG needs identified by WPAOG's leadership. A 34-member Campaign Cabinet, chaired by The Honorable Robert A. McDonald '75, was established by WPAOG in 2022 to lead the effort. Five decades of West Point graduates, alumni parents, and friends of the Academy are represented on the Cabinet. Marketing materials, which can be shared with prospects, exist for each of the needs in the campaign. As of December 31, 2024, more than \$478M has been raised for the campaign, or 80% of our goal, setting the stage for the public launch of the campaign in 2025. The campaign will run for a total of seven years, through the end of 2027.

along with our tax return (Form 990) can be found on the Association's website, WestPointAOG.org. Moreover, WPAOG is currently managing and reporting on more than 1,000 endowments, class gift, and other gift fund accounts for USMA and AWPAA, as well as class administrative accounts.

WPAOG's overall financial strength, directly the result of the success of our development efforts and continued steady growth of the Association's investments, still depends on the generosity of the Long Gray Line for support to meet the Academy's future needs, as identified by the Superintendent.

## Information Technology

In 2024, we focused on system integration projects and IT infrastructure improvements to ensure WPAOG services incorporate all relevant and available data elements. The WPAOG integration strategy implements a hub-and-spoke model for all platforms with our Constituent Relationship Management (CRM) at the center. With the integration of Sallyport, the Celerant point-of-sale system, Army Athletics data, and the USMA Academy Management System, all software platforms update the central database. One major achievement in 2024 was implementing a software tool called Velocity to manage the synchronization of data updates between our CRM system and Sallyport.

Cyber security and IT infrastructure resiliency continue to be top priorities at WPAOG. We migrated all WPAOG user and departmental data files from a local network storage appliance to Microsoft's OneDrive cloud storage service. Additionally, we have implemented an independent data backup and recovery service called Datto, which makes separate, secure data backups on OneDrive. We continue to be defended by the Darktrace security appliance, which uses machine learning to identify suspicious network activity and isolate any devices that may be infected with malware or ransomware. It also screens all inbound emails for phishing attempts, malicious links, or payloads.

In 2024, IT led an interdepartmental team to design an extensive set of enhancements for querying the Register of Graduates data on the WPAOG website. The work was contracted out to an external vendor, and we expect the upgrades to go live in 2025.

## Scholarships/Grants

### WPAOG Preparatory Scholarship Program (WPPSP)

22 aspiring West Point cadets (19 scholar-leaders and three athletes) received scholarships through the WPAOG Preparatory Program. Recipients of



WPPSP consistently graduate West Point at higher rates than all other admits, adding value to the Academy as well as the individual recipients.

## Gripping Hands Endowment

The purpose of the Gripping Hands Endowment is to support the children and spouses of graduates of the United States Military Academy who were killed or severely wounded in the line of duty and for graduates experiencing certain tragic circumstances. In 2024, the endowment supported six graduates.

## Governance

Charles Correll '89 and Dana Pittard '81 concluded their roles as Directors at the end of 2024. Dana, who joined the WPAOG Board in 2022, dedicated three years to his role and served as the Vice Chair of the Alumni Support Committee and was a member of the Information and Technology Committee as well as the Governance and Board Affairs Committee. Charles, a member since 2016, served a nine-year tenure and contributed to numerous committees, notably as Chair of the Governance and Board Affairs Committee, the Nominating Committee, and the Thayer Award Committee. In addition to his work with the GBA committee, Charles dedicated nine years to the Audit & Compliance committee and also served on the Distinguished Graduate Award Committee, Ethics Committee, and as a West Point Athletics LLC manager.

The Advisory Council convened twice in 2024, in May and November, at West Point. Throughout both meetings, the council played an important role in offering key feedback to the Board of Directors, serving as their eyes and ears. In May, the council received updates from the Chairman and President & CEO. Dr. Jeffrey Peterson, Senior Advisor for Character, provided an overview of character development at the Academy, detailing the West Point Leader Development System. In November, briefings by the Superintendent, Command Sergeant Major, Chairman, and President & CEO were followed by a cadet panel and a construction bus tour. The November meeting marked the conclusion of terms for some council members, and the Chairman and President & CEO expressed gratitude to these members for all they have done and will continue to do for our Association.

## Testimonials

### WPAOG Preparatory Scholarship Program

*“Attending West Point has become a life’s passion—a way to “be all that I can be,” as the Army puts it. West Point will hone my character, establish a sense of duty, and allow me to give back to the nation that affords me freedom and self-expression. At West Point, I can strive to make something of myself while furthering our nation’s missions and serving the communities I wish to protect. This year of prep has prepared me through discipline and a dedication to excellence to better prepare for West Point. Thank you, AOG. I am more ready to face the obstacles before me. I ask that you continue to believe in those to come, just as you believed in me.”*





# West Point

ASSOCIATION OF GRADUATES

*Serving West Point and the Long Gray Line*

WestPointAOG.org | Herbert Alumni Center, 698 Mills Road, West Point, NY 10996

